



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/839,194	04/19/2001	Peter V. Wolfe	SWG-0001	4077

7590 02/28/2007  
Deborah B. Crenshaw, Esq.  
55 Griffin Road South  
Bloomfield, CT 06002

EXAMINER
----------

WEISBERGER, RICHARD C

ART UNIT	PAPER NUMBER
----------	--------------

3693

MAIL DATE	DELIVERY MODE
-----------	---------------

02/28/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.



**UNITED STATES DEPARTMENT OF COMMERCE**

**U.S. Patent and Trademark Office**

Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
---------------------------------	-------------	---	---------------------

09/839194

EXAMINER
----------

ART UNIT	PAPER
----------	-------

20070220

DATE MAILED:

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner for Patents

Richard C Weisberger  
Primary Examiner  
Art Unit: 3693

Art Unit: 3693

Applicant and the assignee of this application are required under 37 CFR 1.105 to provide the following information that the examiner has determined is reasonably necessary to the examination of this application.

In response to this requirement, please agree or disagree to the stipulation of each of the following assertions of facts:

A November 19, 1999, Boston Business Journal Article, teaches about an online affiliate gift registry program called Swagmasters. The examiner assumes that this is the same company as the assignee of the application.

Please confirm which of the following features were inherent in the system described by this story:

1 .A system for generating a commission link in a computer network, the system comprising: an affiliate host system for presenting a user with a link to a first location having a corresponding coded link to a second location, receiving an input based on said user's selection of said link to said first location, connecting said user to said second location, connecting said user to said first location after a selected period at said second location and receiving a commission based on said connecting said user to said second location; a network coupled to said affiliate host system; and an affiliate database couple to said affiliate host system.

2. The system of claim 1, further including: a user system coupled to said network; and said user system accessing said affiliate host system via said network.

3. The system of claim 1, further including: a merchant host system coupled to said network; and said affiliate host system accessing said merchant host system via said network.

4. The system of claim 3, further including a merchant database coupled to said merchant host system.
5. The system of claim 1, further including: an affiliate network host system coupled to said network; a merchant host system coupled to said network; said affiliate host system accessing said affiliate network host system via said network; and said affiliate network host system accessing said merchant host system via said network.
6. The system of claim 5, further including: an affiliate network database coupled to said affiliate network host system; and a merchant database coupled to said merchant network host system.
7. The system of claim 1, wherein said coded link is received from an online merchant for identifying an affiliate directing said user to said online merchant.
8. The system of claim 7, wherein said coded link includes a Uniform Resource Locator for said online merchant's home page in combination with a code identifying said affiliate.
9. The system of claim 1, wherein said coded link is received from an affiliate network for identifying an affiliate directing said user to said online merchant.
10. The system of claim 9, wherein said coded link includes a Uniform Resource Locator for said affiliate network and said online merchant's home page in combination with a code identifying said affiliate.
11. The system of claim 7, wherein said link to said first location is an un-coded link to a page on said

Art Unit: 3693

online merchant's site.

12. The system of claim 7, wherein said connecting said user to said second location and said connecting said user to said first location includes: creating a frameset in said user's browser; wherein said frameset comprises a first frame for displaying descriptive information about an item at said first location and a second frame for displaying one or more pages from said online merchant's site; connecting said user to said online merchant's home page via said coded link; and connecting said user to said online merchant's page containing said item after said selected period at said online merchant's home page.

13. The system of claim 12, wherein said selected period is 5 seconds.

14. The system of claim 9, wherein said connecting said user to said second location and said connecting said user to said first location includes: creating a frameset in said user's browser; wherein said frameset comprises a first frame for displaying descriptive information about an item at said first location and a second frame for displaying one or more pages from said online merchant's site; connecting said user to said affiliate network's Web site and then to said online merchant's home page via said coded link; and connecting said user to said online merchant's page containing said item after said selected period at said online merchant's home page.

15. The system of claim 14, wherein said selected period is 5 seconds.

The applicant is reminded that the reply to this requirement must be made with candor and good faith under 37 CFR 1.56. Where the applicant does not have or cannot readily obtain an item of required

Art Unit: 3693

information, a statement that the item is unknown or cannot be readily obtained may be accepted as a complete reply to the requirement for that item.

This requirement is subject to the provisions of 37 CFR 1.134, 1.135 and 1.136 and has a shortened statutory period of two months. EXTENSIONS OF THIS TIME PERIOD MAY BE GRANTED UNDER 37 CFR 1.136(a).


Richard Weisberger

Primary Examiner 3993

571 272 6753

James Kramer

SPE



2/20/07